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JERSEY TANNERS  
94 Heck Ave., Ocean Grove, N.J.

W. C. C.

RECEIVED  
JUL 6 1939

U. S. Department of Agriculture

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WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
Fruit and Vegetable Crops and Diseases  
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8-3591

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# Season of 1939

## FALL PRICE LIST

### AND BULLETIN OF

# JERSEY DAHLIAS

WM. C. CARL

Member American Dahlia Society

Office: 94 Heck Avenue                    Ocean Grove, N. J.  
Farms: Wayside, N. J., Off of Route 35

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#### .....ANNOUNCEMENT.....

This season we have grown twice as many Dahlias as last year. In spite of unfavorable weather, we will harvest a fine crop of roots, grown naturally, to fill them with growing vigor. Clumps offered here have been produced, especially, for autumn buyers.

Jersey Dahlias, thank its friends and customers for their past trade and interest. We solicit a continuation of your favors and patronage.

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#### KEY TO TYPES OF DAHLIAS

C..eactus; SC..semi-eactus; FD..formal decorative  
ID..informal decorative; STC..straight cactus

#### LARGE FLOWERING DAHLIAS

|                                           |        | PRICES |     |
|-------------------------------------------|--------|--------|-----|
|                                           |        | per    | per |
|                                           | clump  | root   |     |
| Adirondack Sunset, scarlet-gold, ID.....  | \$2.50 | \$1.25 |     |
| Alice Marie Galvin, cream-orchid, ID..... | 1.00   | .50    |     |
| Amelia Earhart, apricot-salmon, SC.....   | 2.00   | 1.00   |     |
| Angeli Rossi, orange-buff, FD.....        | 5.00   | 2.25   |     |
| Avalon, sulphur yellow, FD.....           | 0.40   | 0.25   |     |
| Barbara Redfern, rose-orange, FD.....     | 0.40   | .25    |     |
| Black Knight, maroon, ID.....             | 3.00   | 1.50   |     |
| Bronze Glean, bronze-gold, FD.....        | 15.00  | 5.00   |     |
| Buckeye Queen, lavender, FD.....          | 0.75   | 0.35   |     |
| Buckeye Star, pink-yellow, CS.....        | 5.00   | 2.50   |     |
| California Idol, yellow, ID.....          | 3.00   | 1.50   |     |

## PRICES

|                                        | per<br>clump | per<br>root |
|----------------------------------------|--------------|-------------|
| Challenger, cardinal red, SC.....      | 2.75         | 1.25        |
| Cometeer, golden buff, STC.....        | 20.00        | 7.50        |
| Daddy Kemp, purplish red, ID.....      | 2.50         | 1.25        |
| Dwight Morrow, crimson, ID.....        | 1.00         | 0.50        |
| Eagle Rock Superba, amar.-pink, ID...  | 1.50         | .75         |
| Edna Ferber, coral-gold, SC.....       | 0.40         | 0.25        |
| Elegance, gold-pink, SC.....           | 1.00         | 0.50        |
| Elinore Rodell, rose-gold, ID.....     | 1.50         | 0.50        |
| Ella May, rose carmine, C.....         | 1.25         | 0.50        |
| Elissa Landi, orange, FC.....          | 1.50         | .75         |
| Eugenia Ballay, cream, C.....          | 1.50         | .50         |
| Fay Beaton, ivory, SC.....             | 0.40         | 0.25        |
| Forest Fire, yellow scarlet, ID.....   | 2.50         | 1.25        |
| Frau O'Brecht, pale lemon, SC.....     | 2.50         | 1.00        |
| Froliche Phalz, carmine white, SC..... | 1.00         | 0.50        |
| Golden Eclipse, gold-salmon, FD.....   | 0.75         | 0.35        |
| Grace Curling, lavender, ID.....       | 0.75         | 0.35        |
| Greater Glory, violet-rose, SC.....    | 10.00        | 5.00        |
| Harry Mayer, lilac-silver, FD.....     | 1.00         | 0.35        |
| Honor Bright, amber rose, FD.....      | 1.00         | 0.50        |
| Horde's Salmon, ID.....                | 1.50         | 0.75        |
| Ida Perkins, white, FD.....            | 0.40         | 0.25        |
| Jane Cowl, buff-apricot, ID.....       | 1.00         | 0.35        |
| Jerome Kern, pink-gold, ID.....        | 1.00         | 0.50        |
| Jersey's Beacon, scarlet-gold, FD..... | 1.00         | 0.35        |
| Jersey's Beauty, pink, FD.....         | 0.40         | 0.25        |
| Jersey's White Beauty, FD.....         | 4.00         | 2.00        |
| Josephine G, pink-gold, SC.....        | 0.75         | 0.35        |
| Kathleen Norris, rose pink, ID.....    | 1.25         | 0.50        |
| Lady Moyra Ponsonby, yellow, FD.....   | 1.25         | 0.50        |
| Lord of Autumn, yellow, ID.....        | 2.50         | 1.00        |
| May Robson, pink, SC.....              | 3.00         | 1.00        |
| Michigan White, SC.....                | 20.00        | 7.50        |
| Milton Cross, yellow-rose, ID.....     | 6.50         | 3.00        |
| Miss Belgium, orange, C.....           | 1.50         | 0.75        |
| Miss Elsie Jane, pink-violet, SC.....  | 2.50         | 1.00        |
| Monmouth Champ., orange-scarlet, FD    | 1.00         | 0.50        |
| Monmouth Queen, primrose, ID.....      | 1.25         | 0.50        |
| Mrs. Geo. Le Boutillier, red, ID.....  | 3.00         | 1.50        |
| Mrs. Ide Warner, lavender, FD.....     | 0.40         | 0.25        |
| Murphy's Masterpiece, crimson, ID...   | 3.75         | 1.75        |
| Olympic Sunset, apricot-orange, SC     | 3.25         | 1.50        |
| Omar Khayyam, red-gold, FD.....        | 1.25         | 0.50        |
| Phantom, white-purple, FD.....         | 3.00         | 1.50        |
| Paul Phitzer, shell pink, SC.....      | 2.50         | 1.00        |
| Queen City, scarlet-pink, FD.....      | 3.00         | 1.00        |

**PRICES**

|                                          | per<br>clump | per<br>root |
|------------------------------------------|--------------|-------------|
| Red Salute, garnet, FD.....              | 25.00        | 7.50        |
| Robt. E. Ripley, lilac rose, ID.....     | 15.00        | 5.00        |
| Ruby Taylor (Africa), gold-bronze, ID... | 5.00         | 2.00        |
| Ruby Taylor (America), purple, FD.....   | 2.50         | 1.00        |
| Royal Purchase, golden, C.....           | 4.00         | 2.00        |
| Saracen, purple, FD.....                 | 12.50        | 4.00        |
| Satan, bright red, SC.....               | 1.00         | 0.50        |
| Star of Bethlehem, white, C.....         | 0.75         | 0.35        |
| Sultan of Hillcrest, deep yellow, SC...  | 1.75         | 0.75        |
| The Fireman, cardinal, ID.....           | 1.75         | 0.75        |
| Watchung Giant, amber yellow, D.....     | 10.00        | 4.00        |
| Wenoka, deep lavender, FD.....           | 1.25         | 0.50        |
| White Beauty, white, FD.....             | 1.50         | .75         |
| White Knight, white, FD.....             | 2.00         | .75         |
| White Wonder, white, ID.....             | 1.00         | .50         |

**MINIATURE DAHLIAS**

|                                      |      |      |
|--------------------------------------|------|------|
| Baby Royal, salmon-gold, SC.....     | 0.75 | .25  |
| Buckeye Baby, gold-buff, FD.....     | 1.25 | .50  |
| Buckeye Junior, rosy bronze, FD..... | 1.00 | .50  |
| Coronne, white, FD.....              | 1.25 | .50  |
| Fairy, violet rose, FD.....          | 1.25 | .50  |
| Jean, buff, SC.....                  | 1.25 | .50  |
| Little Nemo, crimson-white, FD.....  | 1.00 | .40  |
| Mc Kay's Purity, white, FD.....      | none | 3.50 |
| Red Head, red, FD.....               | 0.75 | .35  |
| Slavoka Dokoupilova, apricot-wh., FD | 2.00 | .75  |
| Sylvia, red, FD.....                 | none | 1.50 |

**POMPOM DAHLIAS**

|                               |      |      |
|-------------------------------|------|------|
| Amber Queen, amber.....       | 0.50 | 0.25 |
| Amiee, orange bronze.....     | 0.50 | 0.25 |
| Stom, scarlet red.....        | 0.50 | 0.25 |
| Betty Anne, shell pink.....   | 1.00 | 0.35 |
| Bob White, white.....         | 0.50 | 0.25 |
| Bronze Beauty, bronze.....    | 0.50 | 0.25 |
| Danity Miss, pale pink.....   | 0.50 | 0.25 |
| Dee Dee, lavender.....        | 0.50 | 0.25 |
| Joe Fette, white.....         | 0.50 | 0.25 |
| Little Edith, yellow red..... | 0.50 | 0.25 |
| Mike, orange red .....        | 0.50 | 0.25 |
| Ora, purple-white .....       | 0.50 | 0.25 |
| Yellow Gem, yellow.....       | 0.50 | 0.25 |

## DAHLIA PLANTS (for delivery May 1939)

We can supply healthy, vigorous, growing plants at 40% of the price per root.

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### DAHLIA SEED

Dahlias can be raised as easily from seed as any garden flower. Plant the seeds March 15th in a cold frame or in the house, transplant to the field or garden June 1st. They will bloom from August until frost just like those raised from tubers and produce a big clump of roots, which will grow the next year.

Jersey Dahlias have gathered seeds from their best dahlias. **TRIAL PACKAGE 50 CENTS. LARGE PACKAGE \$1.00 POMPOM or MINIATURE SEEDS 25 CENTS per package.** Try dahlia seeds for the biggest thrill in dahlia culture. You may raise a dahlia that will be a prize winner and some to name what you please.

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**SPECIAL OFFER NO.1..** For \$2.50 cash with order, ten large flowering dahlias worth \$5.00 will be sent to you prepaid.

**SPECIAL OFFER NO. 2..** For \$5.00 cash with order ten exhibition large flowering dahlias worth \$10.00 will be sent to you prepaid.

Select the varieties you desire and as near as possible we will send them.

**SPECIAL OFFER NO. 3..** For \$1.75 cash with order, eight miniature and pompom dahlias, including Betty Anne and Fairy, will be sent to you prepaid.

**SPECIAL OFFER NO. 4..** 10 Clumps from which the labels have been lost in handling for \$3.00.

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**TERMS:..** A deposit of 50 per cent should accompany each order. Orders over \$2.00 are sent parcel post prepaid. Customers pay the postage on orders of less than \$2.00. **EVERY ROOT AND PLANT MUST GROW OR IT IS REPLACED FREE.** Delivery will be made at planting time, except clumps. A 25 cent charge for special delivery and packing is required on all plant orders.

Clumps, complete, shipped before November 15th to you express or parcel post collect. Quantity limited.

**Printed directions for growing dahlias are sent with each order.**

All stock bears a N. J. State Dept. of Agriculture inspection certificate.

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Our SPRING PRICE LIST will be ready in early March. A copy will be mailed upon request.

